

**CLAIMS**

I claim:

1. Billboard (1) designed to display an advertising message intended to be seen simultaneously by several people and to diffuse an odor, the nature of which is for example in relation with the content of the displayed visual message, said board (1) comprising a frame (2) consisting of the assembling of two vertical posts (3) with two upper and lower horizontal posts (4), said board defining a parallelepiped volume in which at least one of the two opposite large faces comprises a quadrangular display window (7) bordered by a perimeter marginal zone (7a) of the board face and in which volume an advertising message display assembly is arranged facing the window (7), characterized by at least one odor diffuser (10) capable of generating an odoriferous stream, installed inside the internal volume of the board (1) and associated to an odor diffusing element (11), which element (11) comprises a diffusion chamber (110) receiving the odoriferous stream, said chamber (110) being in communication relation with an opening (1a) of the board ending outside the latter to diffuse outside the internal volume of said board an odoriferous stream generated by the diffuser.

2. Billboard according to any of the preceding claims, characterized in that the diffusing element (11) consists of a body comprising a diffusion chamber (110) receiving the odoriferous stream, said chamber having a first opening (111) arranged opposite the opening (1a) in the board, a second opening (112) arranged opposite the internal volume of the board, in which opening (112) a fan (113) is placed to drive an air flow from the internal volume of the board toward said chamber (110) so that this air flow mixes with the odoriferous stream contained in the chamber and that the mixture obtained is driven toward the outside of the board.

3. Billboard according to claim 1 or claim 2, characterized in that the odor diffuser (10) has a head (13) ensuring the mixing of a carrier gas with an odoriferous fluid contained in a suitable container (12), said head (13) being in communication relation with the diffusion chamber of the diffusing element and having an outlet through which the odoriferous stream obtained is delivered, which is drawn to the diffusing element (11), to then be driven to the outside of the board.

4. Billboard according to claims 2 and 3 taken together, characterized in that the diffusing element (11) comprises an inlet (114) of the odoriferous stream into said chamber, connected through a line (16) to the outlet of the head (13) on the odor diffuser.

5. Billboard according to claim 4, characterized in that the first (111) and second (112) openings of the diffusion chamber (110) of diffusing element (11) are facing each other, and that the inlet (114) of the odoriferous stream into said chamber (110) is oblique or perpendicular to a geometric axis secant with the first (111) and second (112) openings, said inlet being oriented toward the first opening.

6. Billboard according to any of claims 3 through 5, characterized in that the odoriferous fluid is an odoriferous gas, the odor diffuser (10) then comprising an odoriferous compressed gas container, connected through a manifold to the mixing head (13).

7. Billboard according to any of claims 3 through 5, characterized in that the odoriferous fluid is a liquid, the odor diffuser (10) comprising then a container of odoriferous liquid connected to the mixing head (13), said head also ensuring the fractioning of the liquid into fine particles.

8. Billboard according to claim 7, characterized in that the diffused mixture is a nebulisate and the odor diffuser (10) is a nebulizer.

9. Billboard according to any of claims 3 through 8, characterized in that the odor diffuser (10) is divided into two separate modules with the first one consisting of an odor diffuser operation control and command unit and of an electric motor driven compressor and the second one consisting of the container (12) and head (13).

10. Billboard according to any of claims 3 through 9, characterized in that the head (13) is attached onto the rim of the container (12).

11. Billboard according to any of claims 3 through 10, characterized in that the container (12) and the head (13) are mounted in a support (17) attached in a removable manner into one of the posts (3) of the frame (2) of the board (1).

12. Billboard according to claim 11, characterized in that the support (17) bears an horizontal spigot end (15) designed to work together through socketing with the socket end (133) of the mixing head (13), said spigot end (15) being connected through a line (14) to the compressed gas outlet of a compressor comprised in the odor diffuser (10).

13. Billboard according to claim 11 or claim 12, characterized in that the support (17) bears a vertical end (18) connecting the outlet port (135) on the mixing head (13), said end (18) being connected through a line (16) to the diffusing element (11).

14. Billboard according to claim 13, characterized in that the fitting end (18) is borne in a floating manner by the support (17) and is applied against the outlet port (135) on the mixing head (13) through an elastic component (19).

15. Billboard according to claim 14, characterized in that the fitting end (18), through a cylindrical section of its body, limited by an upper shoulder (181) and a lower shoulder (182), is inserted with clearance into a boring made in an horizontal wing (172) of support (17), the working clearance giving to said end (18) a limited latitude of axial displacement and pivoting, the mixing head (13) and container (12) being positioned under said wing (172).

16. Billboard according to claim 15, characterized in that the elastic component (19) is a spiral spring arranged around the cylindrical section of the body of end (18), and mounted in a compressive manner between the horizontal wing (172) of support (17) and the lower shoulder (182) of end (18).

17. Billboard according to any of claims 14 through 16, characterized in that a thrust (20) is provided, that is attached to the horizontal wing (172) of support (17), protruding downward, under which the upper face of the head (13) is located, said thrust (20) being designed, among other things, to limit the pivoting movement around the spigot end (15) of the head (13) and container (12) in a direction corresponding to the angular distance of the port (135) in relation to the end (18), the opposite pivoting movement being against the end (18).

18. Billboard according to any of claims 11 through 17, characterized in that the support (17) is provided with an adhesion-type removable attachment system (21) in the corresponding post (3) of frame (2) for board (1), this attachment system working together with at least one of the lateral wings of this post.

19. Billboard according to claim 18, characterized in that the adhesion-type removable attachment system (21) consists of a least clamping pad (22), mounted at the end of an operating device (23).

20. Billboard according to claim 19, characterized in that the operating device comprises at least one arm (231) elastically flexible at the distal end of which the clamping pad (22) is placed, and a screw (232) and nut (233) type mechanism onto which the nut (233) is attached in a rigid manner at the proximal end of the arm (232) and onto which the screw (232) is arranged vertically, is inserted into a through-boring made in an upper horizontal wing (173) of the support, said screw (232) being blocked in translation and free in rotation in relation to said support (17) and said arm (231) running in an oblique manner in relation to the screw (232) and coming to rest against a fixed radial thrust (24), so that by operating the screw (232) the obliquity of the arm is modified through elastic deformation of said arm, and said arm turns and slides on the thrust (24), which translates into a distancing or closing movement of the pad (22) in relation to the screw (232).

21. Billboard according to claim 20, characterized in that the arm (231) is inserted through its distal area into an opening (241) made in a lateral vertical wing (171) of the support (17), one of the upper or lower lip of said opening depending on whether the proximal end of the arm (231) is lower or higher than the distal end, making up the fixed radial thrust (24).

22. Billboard according to claim 21, characterized in that the operating device (23) comprises two opposite arms (231) having each a clamping pad (22), which fit into two openings (241) made in the vertical lateral wings (171) of the support (17).

23. Billboard according to claim 22, characterized in that the operating device (23) comprises two pairs of opposite arms (231), i.e., an upper pair of arms and a lower pair of arms, mechanically linked to each other through a tie bar 25 and a stress transmission link.

24. Billboard according to claim 2, characterized in that the odor diffuser (10) is installed in the diffusion chamber (110) of the diffusing element (11).

25. Billboard according to the preceding claim, characterized in that the odor diffuser (10) consists of a substrate impregnated with a volatile odoriferous product that can come in the form of a gel or liquid.

26. Billboard according to claim 24, characterized in that the odor diffuser (10) is a container containing odoriferous products that can come in the form of crystals, gel, liquid or else.

27. Billboard according to any of the preceding claims, characterized in that the odor diffuser (10) and the diffusing element (11) are lateral to the window (7) and are masked by the perimeter marginal zone (7a) of said window.